

THIS IS  
**Hotpoint**  
WEEK

# HOT POINT WEEK IS HERE!

*These Live Dealers Sell These Handy Appliances*

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**Hotpoint**  
WEEK

HOTPOINT WEEK will be celebrated from May 16th to the 21st. As a tribute to HOTPOINT Electric Appliances, which are saving work in millions of American homes, this celebration has become a national institution.

Here in South Bend the following dealers will have special displays in their store windows demonstrating the numerous kinds of work that can be done with HOTPOINT electric appliances.

Electric Irons, Toasters, Grills, Percolators, Vacuum Cleaners,—all bearing the HOTPOINT name—await your inspection.

**Hotpoint**  
We Have Them All!

Irons  
Toasters  
Grills  
Percolators  
Coffee Urns

**The Bluebird Shop**

123 North Main St.

*Ninety Per Cent of the Drudgery  
of the Home is Removed  
with our*

**A B C  
MANGLER  
WASHING MACHINE**

You should have both of these wonderful time and labor savers in your home.

**An ELECTRICAL  
VACUUM  
CLEANER**

is another appliance no home is complete without.  
A full line of electrical equipment of all kinds.

Agents For

**Hot Point**

Appliances of All Kinds.

**COLIP BROTHERS**

Electrical Contractors and Electrical  
Equipment of Every Kind.

114 W. Wayne St.

Main 220—Lincoln 6078



See Our Big  
Display of  
"HOT POINT"  
Products This  
Week

*Every Penny You  
Put In "Coffield"  
Buys Service*

The Coffield Motor Washer Co. has built electric washing machines—and nothing but electric washing machines—for 17 years.

The result is a machine that stands supreme. A big copper tub that stays clean; a wringer that takes the heaviest

pieces without choking; a motor that takes the peak load without stalling. A washing machine that's simple and easy to operate and will last a lifetime.

Talk to one of our 700 users and you, too, will

GET THE BEST—  
GET A "COFFIELD"

THE BIG ELECTRIC SHOP  
**S. D. Moran & Son**  
132 North Michigan St.

DO YOU LIVE IN THE WEST END? IF YOU DO,—  
DROP IN ON THE

**Marchelewicz Electric Co.**

Electrical Contractors and Dealers  
Cor. Chapin and Division Sts.  
We Carry a Complete Line of

**Hotpoint**

Electrical Appliances  
Irons — Toasters — Grills  
EVERYTHING!!

Let Us Demonstrate For You

**The Torrington Electric Vacuum Cleaner**

(It Works for 2c a Week)

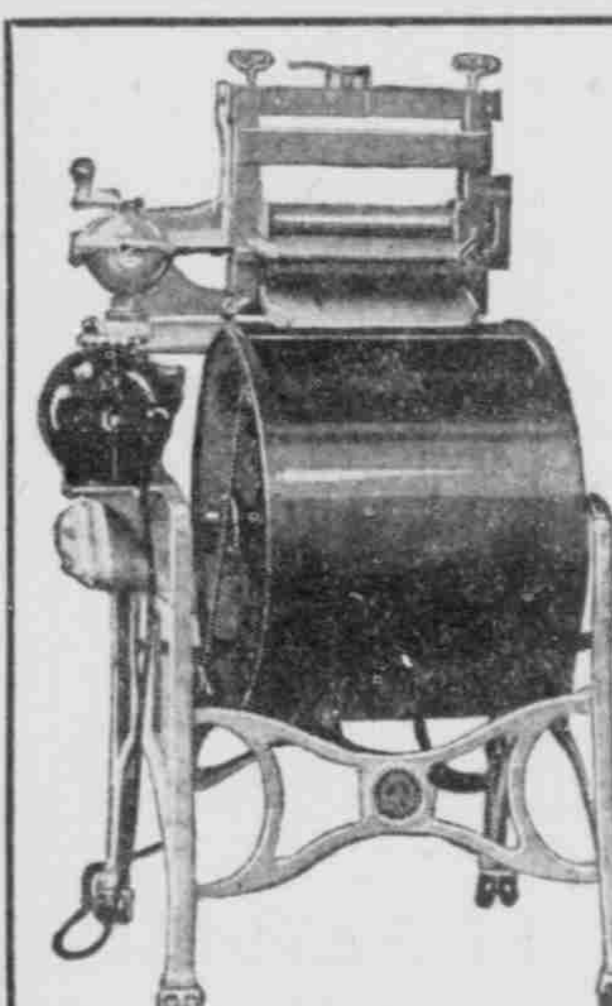
HOUSEWIVES!!

You Should Wash with a

**Rainbow Electric Clothes Washer**

The Cylinder is Cork-pure.

CALL ON US NOW



**QUALITY**

If all electric washers wash, what should one consider in making a selection? Quality. The steel cut gears, steel ball bearings and friction clutch of The Butterfly insure long life.

Now we have this machine with the ENAMELED TUB to prevent tarnishing.

We Carry All the  
**HOTPOINT**  
Electrical Appliances

Let us show you

THE BUTTERFLY

**O. W. SCHAFFNER COMPANY**

Opposite Post Office, on Jefferson Blvd.

THIS IS  
**HOT POINT**  
WEEK

—an ideal time  
to have your home  
wired for electricity

**INDIANA & MICHIGAN  
ELECTRIC COMPANY**

**South Bend  
ELECTRIC  
COMPANY**

Distributors for the entire

**Hotpoint**

Electrical  
Line

At Wheelock's

At Wheelock's



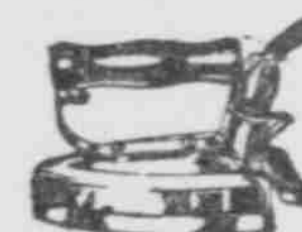
This Store is Headquarters for  
Hot Point Electrical Appliances

This week there is a convenient exhibit on our main floor of these labor saving electrical devices, including:

Irons      Toasters      Percolators  
Curling Irons      Grills      Ovenettes  
Boudoir Sets      Traveling Irons      Coffee Urns

Let us show you the numerous kinds of work which can be done with these electrical appliances.

**George H. Weelock & Company**



**Do Your Housework**

With a

**Hotpoint**

IRON

**The Electric Service Co.**

115 W. COLFAX AVE.

Main 533